

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Merchandising Permit Request of R & R
Marketing for the R & R Marketing Fall
2012 Wine & Spirits Gala on September 18,
2012 at Revel Entertainment
(Trade Show at Ovation Hall at Revel)

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ORDER
PRN 2561201

R & R Marketing filed a Request (PRN 2561201) for Merchandising Permits for the R & R Marketing Fall 2012 Wine & Spirits Gala, a trade show event during which alcoholic beverage suppliers display their products and specialty drinks to licensed alcoholic beverage retailers, to be held on September 18, 2012 from 4:00 p.m. until 8:00 p.m. at Ovation Hall at Revel Entertainment ("Revel").

The holder of a Merchandising Permit, issued pursuant to the Division of Gaming Enforcement's ("Division") authority under *N.J.A.C. 13:69I-5.2*, is authorized to gratuitously dispense samples of alcoholic beverages only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the above noted merchandising show. Each permittee may also accept orders for alcoholic beverages from New Jersey licensed retailers.

R & R Marketing is the sponsor of the Merchandising Event, as well as a participant, and is not required to have a Merchandising Permit because it possesses a New Jersey Alcoholic Beverage Control ("ABC") Omnibus Permit, as documented in the records of the ABC. In addition, the nineteen (19) companies set forth as Exhibit A are also authorized to participate at the event and are not required to have a Merchandising Permit because they also possess an ABC Omnibus Permit, as documented in the records of the ABC.

Also participating in the event are fifty-one (51) permittees, identified in Exhibit B, who each seek the issuance of a merchandising permit from the Division. They do not hold an Omnibus Permit from the ABC.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1.1 et seq.*, and *N.J.A.C. 13:69I-5.2*,

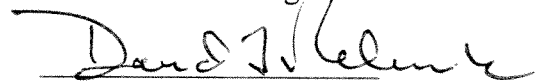
IT IS on this 5th day of September, 2012 **ORDERED** that the Request be granted and that R & R Marketing is issued permit **2012-154-MD** authorizing this event at Revel.

IT IS FURTHER ORDERED that those permittees identified in Exhibit B, having paid the requisite fee, be issued merchandising permits pursuant to *N.J.A.C. 13:69I-5.2* for the purpose of participating in the event conducted by R & R Marketing.

IT IS FURTHER ORDERED that this Request is granted subject to the following conditions:

1. The merchandising permits will be effective for the trade show at Revel on September 18, 2012 from 4:00 p.m. until 8:00 p.m.
2. No person under the age of twenty-one (21) will be invited to attend the event and R & R Marketing, all permittees and Revel will insure against providing alcoholic beverages to any individual who is under the age of twenty-one (21) or who is actually or apparently intoxicated.
3. R & R Marketing and Revel will maintain adequate security during the event to insure the safety of guests and employees and to prevent the removal of the alcohol by unauthorized individuals.
4. R & R Marketing and Revel are to notify the Division of any material change to the event.
5. In conducting the event, R & R Marketing will comply with all requirements attendant to a merchandising permit, pursuant to *N.J.A.C. 13:69I-5.2*, and with all alcoholic beverage laws and regulations of the Division, and as deemed applicable, the ABC.
6. R & R Marketing is to obtain all necessary approvals from all other governmental authorities prior to conducting this event.

State of New Jersey
Division of Gaming Enforcement



DAVID L. REBUCK
DIRECTOR

R & R Marketing Fall 2012 Wine & Spirit Gala
Omnibus Permits

1. Bacardi USA
2. Brown-Forman Corporation
3. Charles Jacquin et Cie
4. Constellation Brands
5. Crillon Importers LTD
6. Diageo Americas, Inc.
7. Frederick Wildman and Sons LTD
8. Freixenet USA
9. Jim Beam Brands Co.
10. Kobrand Corporation
11. Laird & Company
12. Mendocino Wine Company
13. MHW, LTD
14. W.J. Deutsch and Sons, LTD
15. Moet Hennessy USA, Inc.
16. Pernod Ricard USA, LLC
17. Remy Cointreau USA
18. Sutter Home Winery, Inc.
19. William Grant & Sons, Inc.

Exhibit A

R&R Marketing 2012 Wine & Spirits Gala

Merchandising Permits

1.	August Wine Group LLC	2012-155-MD
2.	Blue Sky Vintners, LLC dba Laurel Glen Vineyard	2012-156-MD
3.	Bronco Wine Company	2012-157-MD
4.	Brooklyn Craft Works	2012-158-MD
5.	Brotherhood America's Oldest Winery	2012-159-MD
6.	Cabernet Corporation	2012-160-MD
7.	Carla Street Company d/b/a Cameron Hughes Wine	2012-161-MD
8.	Citadel Trading Corp.	2012-162-MD
9.	Cline Cellars	2012-163-MD
10.	Cooper Spirits	2012-164-MD
11.	Drinks Americas, Inc.	2012-165-MD
12.	Duckhorn Wine Company	2012-166-MD
13.	Eric Trump Wine Manufacturing	2012-167-MD
14.	Ferrari Carano Vineyards and Winery	2012-168-MD
15.	Fisher Vineyards	2012-169-MD
16.	Hall Wines	2012-170-MD
17.	Heron Wines	2012-171-MD
18.	The Hess Collection Winery	2012-172-MD
19.	Hope Family Wines	2012-173-MD
20.	International Spirits and Wines LLC	2012-174-MD
21.	Iron Horse Vineyards	2012-175-MD
22.	J. Lohr Vineyards and Wines	2012-176-MD
23.	Joseph Phelps Vineyards	2012-177-MD
24.	Klein Foods Inc. dba Rodney Strong Wine Estates	2012-178-MD
25.	Korbel & Bros Inc dba Kenwood Vineyards	2012-179-MD
26.	Louisville Distilling Company LLC	2012-180-MD
27.	Maurice Cooper et Cie	2012-181-MD
28.	Middleton Family Wines LLC	2012-182-MD
29.	Mionetto USA	2012-183-MD
30.	Pampa Beverages LLC	2012-184-MD
31.	Peligroso Spirits Company	2012-185-MD
32.	Phillips Farms LLC	2012-186-MD
33.	Prestige Wine Imports	2012-187-MD
34.	Prohibition Distillery dba Bootlegger 21 NY Vodka	2012-188-MD
35.	Round Hill Cellars dba Rutherford Wine Co.	2012-189-MD
36.	Row Eleven Wine Company	2012-190-MD
37.	Serge Import LLC	2012-191-MD
38.	Sparkling Oregon! LLC dba R. Stuart & Co.	2012-192-MD
39.	Stewart Cellars	2012-193-MD
40.	St. James Winery	2012-194-MD

41.	T.G.I.C. Importers	2012-195-MD
42.	VINO.COM, LLC dba Total Beverage Solution	2012-196-MD
43.	William Cole Vineyards	2012-197-MD
44.	Yarden Inc.	2012-198-MD
45.	Castle Brands	2012-199-MD
46.	Chatham Imports Inc.	2012-200-MD
47.	Delicato Vineyards, Inc.	2012-201-MD
48.	Park Street Imports/Atlantico	2012-202-MD
49.	Selective Wine Estates, Inc.	2012-203-MD
50.	Treasury Wine Estates	2012-204-MD
51.	United States Distilling Co.	2012-205-MD